

# Radio Station **KFH** Wichita, Kansas

5000 Watts L. S. - - 1330 Kilocycles - - CP 5000 Watts Night

*"The Voice of  
The Wichita Eagle"*

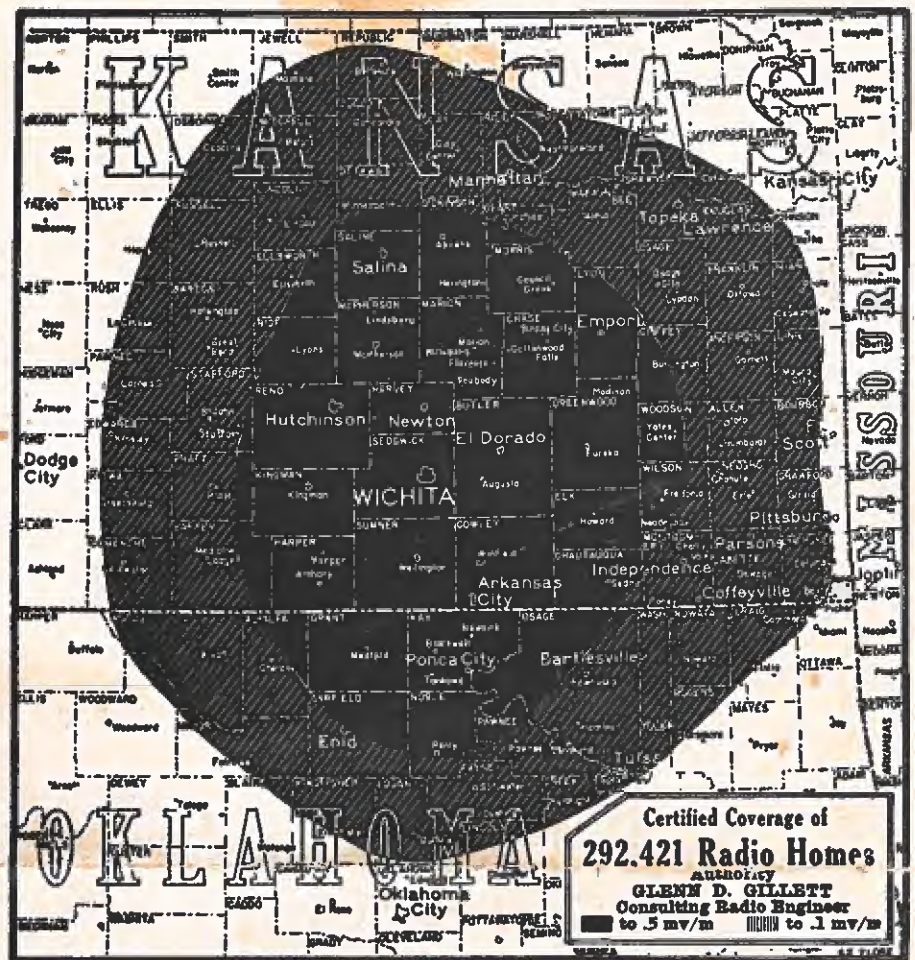
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## PROGRAM RELEASE AND OPEN TIME SCHEDULE

★ ★ ★

Week of  
AUG. 18th to  
AUG. 24th

★ ★ ★



*That Selling Station for Kansas and Northern Oklahoma*

*"Mack and Effie"*  
**KFH-BUILT**  
Participation Show

- Dramatic Talent
- Transcribed Music
- Novel Dramatizations

An Ideal Vehicle  
For  
Your Sales Message

**COLUMBIA'S** *Only* **FULL-TIME OUTLET for KANSAS**

Edward Petry & Co., National Reprs. — Offices: New York, Chicago, Detroit, Los Angeles and San Francisco



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	AUGUST 24	AUGUST 18	AUGUST 19	AUGUST 20	AUGUST 21	AUGUST 22	AUGUST 23
5 AM	SILENT	Tom Noone's Hour S. C.	Tom Noone's Hour S. C.	Tom Noone's Hour S. C.	Tom Noone's Hour S. C.	Tom Noone's Hour S. C.	Tom Noone's Hour S. C.
5:15	↑	↑	↑	↑	↑	↑	↑
5:30	↑	↑	↑	↑	↑	↑	↑
5:45	↑	↑	↑	↑	↑	↑	↑
6 AM	↑	Eagle Last Minute News L. C. Griffin Time	Eagle Last Minute News L. C. Griffin Time	Eagle Last Minute News L. C. Griffin Time	Eagle Last Minute News L. C. Griffin Time	Eagle Last Minute News L. C. Griffin Time	Eagle Last Minute News L. C. Griffin Time
6:15	↑	Council of Churches L. S.	Council of Churches L. S.	Council of Churches L. S.	Council of Churches L. S.	Council of Churches L. S.	Council of Churches L. S.
6:30	↑	The Old Trader and Farm News L. C.	The Old Trader and Farm News L. C.	The Old Trader and Farm News L. C.	The Old Trader and Farm News L. C.	The Old Trader and Farm News L. C.	The Old Trader and Farm News L. C.
6:45	↑	↑	↑	↑	↑	↑	↑
7 AM	↑	Mickey Entertains L. C. Peter Paul	Harvey Bros. Ark Valley Boys L. C. Peter Paul	Mickey Entertains L. C. Peter Paul	Harvey Bros. Ark Valley Boys L. C. Peter Paul	Mickey Entertains L. C. Peter Paul	Harvey Bros. Ark Valley Boys L. C. Peter Paul
7:15	↑	Okla. Tire & Supply News L. C. Tek	Okla. Tire & Supply News L. C. Tek	Okla. Tire & Supply News L. C. Tek	Okla. Tire & Supply News L. C. Tek	Okla. Tire & Supply News L. C. Tek	Okla. Tire & Supply News L. C. Tek
7:30	↑	Zoric Morning Merry-Go-Round L. C.	Zoric Morning Merry-Go-Round L. C.	Zoric Morning Merry-Go-Round L. C.	Zoric Morning Merry-Go-Round L. C.	Zoric Morning Merry-Go-Round L. C.	Zoric Morning Merry-Go-Round L. C.
7:45	↑	Studebaker News Home Appliance	Studebaker News Home Appliance	Studebaker News Home Appliance	Studebaker News Home Appliance	Studebaker News Home Appliance	Studebaker News Home Appliance
8 AM	Uncle Ben Read- ing the Funnies L. S.	By Kathleen Norris C. C. Monarch Foods	By Kathleen Norris C. C. Monarch Foods	By Kathleen Norris C. C. Monarch Foods	By Kathleen Norris C. C. Monarch Foods	By Kathleen Norris C. C. Monarch Foods	Butter-Nut Coffee Musical Clock S. C.
8:15	↑	Myrt and Marge C. C. Monarch Foods	Myrt and Marge C. C. Hershey Baking	Myrt and Marge C. C. Hershey Baking	Myrt and Marge C. C. Hershey Baking	Myrt and Marge C. C. Hershey Baking	Council of Churches L. S.
8:30	Wings Over Jordan C. S.	Safeway News L. C. Opening Mkts L.C. Fleischmann	Safeway News L. C. Opening Mkts L.C. Fleischmann	Safeway News L. C. Opening Mkts L.C. Fleischmann	Safeway News L. C. Opening Mkts L.C. Fleischmann	Safeway News L. C. Opening Mkts L.C. Fleischmann	Hershey Baking Safeway News L. C. Opening Mkts L.C.
8:45	↑	Woman of Courage C. C.	Woman of Courage C. C.	Woman of Courage C. C.	Woman of Courage C. C.	Woman of Courage C. C.	Children's Story Hour L. S.
9 AM	Griffin Time Last Minute News L. C. and Emery Deutsch Or.	Ark Valley Boys L. C. Dean's Pills	Mary Lee Taylor C. C. Hershey Baking	Ark Valley Boys L. C. Dean's Pills	Mary Lee Taylor C. C. Hershey Baking	Ark Valley Boys L. C. Hershey Baking	The Life of Riley C. S.
9:15	↑	The Man I Married C. C.	The Man I Married C. C.	The Man I Married C. C.	The Man I Married C. C.	The Man I Married C. C.	↑
9:30	Griffin Time What's New at the Zoo C. S.	Griffin Time Big Sister C. C. ★ ★ ★	Griffin Time Big Sister C. C. ★ ★ ★	Griffin Time Big Sister C. C. ★ ★ ★	Griffin Time Big Sister C. C. ★ ★ ★	Griffin Time Big Sister C. C. ★ ★ ★	Mack and Hffle L. C.
9:45	↑	Aunt Jenny's Stories C. C. Monarch Foods	Aunt Jenny's Stories C. C. Hershey Baking	Aunt Jenny's Stories C. C. Hershey Baking	Aunt Jenny's Stories C. C. Hershey Baking	Aunt Jenny's Stories C. C. Hershey Baking	Nat'l Hillbilly Champions C. S.
10 AM	Syncopation Piece C. S.	Kate Smith Speaks C. C. Tek	Kate Smith Speaks C. C. Tek	Kate Smith Speaks C. C. Tek	Kate Smith Speaks C. C. Tek	Kate Smith Speaks C. C. Tek	Columbia's Country Journal C. S.
10:15	↑	When a Girl Marries C. C.	When a Girl Marries C. C.	When a Girl Marries C. C.	When a Girl Marries C. C.	When a Girl Marries C. C.	↑
10:30	Salt Lake City Tabernacle C. S. Griffin Time	The Editor's Daughter S. C.	The Editor's Daughter S. C.	The Editor's Daughter S. C.	The Editor's Daughter S. C.	The Editor's Daughter S. C.	Music of the Islands L. S.
10:45	↑	Linda's First Love S. C. Griffin Time	Linda's First Love S. C. Griffin Time	Linda's First Love S. C. Griffin Time	Linda's First Love S. C. Griffin Time	Linda's First Love S. C. Griffin Time	Homes on the Land L. S.
11 AM	Church of the Air C. S.	Life Can Be Beautiful C. C. ★ ★ ★	Life Can Be Beautiful C. C. ★ ★ ★	Life Can Be Beautiful C. C. ★ ★ ★	Life Can Be Beautiful C. C. ★ ★ ★	Life Can Be Beautiful C. C. ★ ★ ★	Nila Mack's Let's Pretend C. S.
11:15	↑	Woman in White C. C. Monarch Foods	Woman in White C. C. Monarch Foods	Woman in White C. C. Monarch Foods	Woman in White C. C. Monarch Foods	Woman in White C. C. Monarch Foods	↑
11:30	You Decide C. S.	The Right to Happiness C. C.	The Right to Happiness C. C.	The Right to Happiness C. C.	The Right to Happiness C. C.	The Right to Happiness C. C.	Close of Grain Market L. C.
11:45	↑	The Goldbergs C. C.	The Goldbergs C. C.	The Goldbergs C. C.	The Goldbergs C. C.	The Goldbergs C. C.	Bush Creek Follies C. S.



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12 M	Ethel Jane's Notebook L.C.	Young Dr. Malone C.C.	Young Dr. Malone C.C.	Young Dr. Malone C.C.	Young Dr. Malone C.C.	Young Dr. Malone C.C.	Buffalo Presents C.S.
12:15	Last Minute News S.C.	Last Minute News S.C.	Last Minute News S.C.	Last Minute News S.C.	Last Minute News S.C.	Last Minute News S.C.	Last Minute News S.C.
		Skinner Raisin Bran	Skinner Raisin Bran	Skinner Raisin Bran	Skinner Raisin Bran	Skinner Raisin Bran	
12:30	To be announced C.S.	Markets L.C.	Markets L.C.	Markets L.C.	Markets L.C.	Markets L.C.	Markets L.C.
		Mexican Heat		Mexican Heat			
12:45	↑	Kate Hopkins, Angel of Mercy C.C.	Kate Hopkins, Angel of Mercy C.C.	Kate Hopkins, Angel of Mercy C.C.	Kate Hopkins, Angel of Mercy C.C.	Kate Hopkins, Angel of Mercy C.C.	To be announced L.S.
					Doan's Pills	Arrid	
1 PM	Columbia Symphony Orch. C.S.	Ark Valley Boys L.C.	Ark Valley Boys L.C.	Ark Valley Boys L.C.	Ark Valley Boys L.C.	Ark Valley Boys L.C.	Ark Valley Boys L.C.
1:15	↑	↑	↑	↑	↑	↑	↑
1:30	Quizzer Baseball L.C.	Butter-Nut Coffee Jamboree L.C. Close Livestock Mkt.	Butter-Nut Coffee Jamboree L.C. Close Livestock Mkt.	Butter-Nut Coffee Jamboree L.C. Close Livestock Mkt.	Butter-Nut Coffee Jamboree L.C. Close Livestock Mkt.	Butter-Nut Coffee Jamboree L.C. Close Livestock Mkt.	Vera Brodsky, Pianist O.S. Press-News C.S.
1:45	↑	↑	↑	↑	↑	↑	↑
		Home Appliance	Home Appliance	Home Appliance	Home Appliance	Home Appliance	
2 PM	Fur Dealers' Program L.C.	The Guiding Light S.C.	The Guiding Light S.C.	The Guiding Light S.C.	The Guiding Light S.C.	The Guiding Light S.C.	Br'er Fox Program L.C.
2:15	Walter Gross Orchestra C.S.	Lone Journey S.C.	Lone Journey S.C.	Lone Journey S.C.	Lone Journey S.C.	Lone Journey S.C.	Calling Pan-America C.S.
		Fleischmann	Fleischmann	Fleischmann	Fleischmann	Fleischmann	
2:30	Spirit of '41 O.S.	Diamond Dust Parade L.C.	Diamond Dust Parade L.C.	Fur Dealers Co-op Program L.C.	Diamond Dust Parade L.C.	Mack and Effie L.C.	To be announced C.S.
		Carter Medicine		Carter Medicine			
2:45	↑	Ma Perkins S.C.	Ma Perkins S.C.	Ma Perkins S.C.	Ma Perkins S.C.	Ma Perkins S.C.	↑
			Mexican Ht. Pdr.				
3 PM	Baseball Game S.C.	Baseball Game S.C.	Baseball Game S.C.	Baseball Game S.C.	Baseball Game S.C.	Baseball Game S.C.	Baseball Game S.C.
3:15	↑	↑	↑	↑	↑	↑	↑
3:30	↑	↑	↑	↑	↑	↑	↑
3:45	↑	↑	↑	↑	↑	↑	↑
4 PM	↑	↑	↑	↑	↑	↑	↑
4:15	↑	↑	↑	↑	↑	↑	↑
4:30	↑	↑	↑	↑	↑	↑	↑
4:45	↑	↑	↑	↑	↑	↑	↑
			Carter Medicine		Carter Medicine		
5 PM	Let's Listen L.S.	Rhythm Roundup C.S.	Delta Rhythm Boys C.S.	Blue Streak Rhythm Ensemble C.S.	Four Clubmen C.S.	The Symphonettes C.S.	People's Platform C.S.
	Carter Medicine	Griffin Time		Griffin Time		Griffin Time	
5:15	Gene Antry's Melody Ranch C.C.	Bill Henry's Calling C.C.	Kan. State Fair L.C. J. Hilliard Orch.	Bill Henry's Calling C.C.	Kan. State Fair L.C. String Quartet C.S.	Bill Henry's Calling C.C.	↑
					Mexican Ht. Fwdr.		
5:30	↑	Ethel Jane's Notebook L.C.	Violin Encores L.S.	Ethel Jane's Notebook L.C.	Mack and Effie L.C.	Ethel Jane's Notebook L.C.	Violin Encores C.S.
		Dentyne Gum	Dentyne Gum	Dentyne Gum	Dentyne Gum	Dentyne Gum	Dentyne Gum
5:45	Dear Mom C.C.	Ranney's Fine Foods News Reports S.C.	Ranney's Fine Foods News Reports S.C.	Ranney's Fine Foods News Reports S.C.	Ranney's Fine Foods News Reports S.C.	Ranney's Fine Foods News Reports S.C.	Ranney's Fine Foods News Reports S.C.

KEY

  
SUSTAINING TIME  
Available for Sale  
★ ★ ★  
NOT TO BE SOLD

IT MUST BE TRUE WHAT THEY ARE SAYING  
ABOUT KANSAS!  
  
It's in the center of things.  
It's the center of the U.S.A.  
The center of a good business area.  
The center for oil, wheat, planes.  
  
WITH KFH  
IN THE CENTER OF THE CENTER

LEGEND

L.C.—Local Commercial  
L.S.—Local Sustaining  
C.C.—Columbia Commercial  
C.S.—Columbia Sustaining  
S.C.—Spot Commercial  
A.—Announcement



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Okl. Tfr	Okl. Tfr	Okl. Tfr	Okl. Tfr	Okl. Tfr	
6 PM	"Pause that Re-freshes on the Air" C. C.	Vox Pop Parks and Wally C. C.	Are You a Missing Heir C. C.	Grand Central Station C. C.	To be announced L. S.	Olandia C. C.	To be announced L. S.
6:15	↑	↑	↑	↑	↑	↑	American Legion Parade L. S.
6:30	Banney's Fine Foods News Reports S. C.	Mack and Effie L. C.	Mack and Effie L. C.	Mack and Effie L. C.	Lewisohn Stadium Concert C. S.	Proudly, We Hail C. S.	The World Today L. C.
6:45	Barron Elliott Orchestra C. S. Elmer Davis-News	Howard & Shelton S. C. Elmer Davis-News	To be announced L. S. Elmer Davis-News	Howard & Shelton S. C. Elmer Davis-News	↑ Elmer Davis-News	↑ Elmer Davis-News	Howard & Shelton S. C. Elmer Davis-News
	St. Joseph Aspirin	Wichita Perpetual	St. Joseph Aspirin	St. Joseph Aspirin			
7 PM	Ford Summer Hour C. C.	Forecast C. S.	We, the People C. C.	"Millions for Defense" C. C.	Major Bowes-Morton Gould Hour C. C.	Great Moments from Great Plays C. C.	Your Hit Parade C. C.
7:15	↑	↑	↑	↑	↑	↑	↑
7:30	↑	↑	Report to the Nation C. S.	↑	↑	Tek This is Wichita L. C.	↑
7:45	↑	↑	↑	↑	↑	↑	Saturday Night Serenade C. C.
	Mexican Ht. Pwdr.	Bulova	Mexican Ht. Pwdr.		Wichita Perpetual	Mexican Ht. Pwdr.	
8 PM	Parlor Playhouse L. S.	Lady Esther Srnde. F. Martin Orch. C. C.	Glenn Miller Orchestra C. C.	Glenn Miller Orchestra C. C.	Glenn Miller Orchestra C. C.	Penthouse Party C. C.	↑
				Tek	Mexican Ht. Pwdr.		Home Appliance
8:15	↑	↑	Scrapbook of Familiar Poems L. C.	Public Affairs C. S.	Professor Quiz C. C.	↑	KPH Barn Dance Frolic L. C.
		Tek					
8:30	Columbia Workshop C. S.	Dr. Pepper Parade S. C.	Helen Menken in "Second Husband" C. C.	Meet Mister Meek C. C.	↑	Symphonettes C. S.	↑
8:45	↑	↑	↑	↑	Sports Salute L. S.	To be announced L. S.	Phillips 66 News Reporter S. C.
		Thurston's	Thurston's	Thurston's	Thurston's	Thurston's	Bulova
9 PM	Crime Doctor C. C.	Phillips 66 News Reporter S. C.	Phillips 66 News Reporter S. C.	Phillips 66 News Reporter S. C.	Phillips 66 News Reporter S. C.	Phillips 66 News Reporter S. C.	Guy Lombardo Orchestra C. C.
		Home Appliance	Home Appliance	Home Appliance	Home Appliance	Home Appliance	
9:15	↑	The World Today L. C.	The World Today L. C.	The World Today L. C.	The World Today L. C.	The World Today L. C.	↑
	Thurston's				Tek		★ ★ ★
9:30	Phillips 66 News Reporter S. C.	Sports Salute L. S.	Sports Salute L. S.	Sports Salute L. S.	Maudies Diary C. C.	Sports Salute L. S.	City Desk C. C.
9:45	Sports Salute L. S.	To be announced L. S. Bob Trout-News	Michael Loring Orchestra C. S.	Shep Fields Orch. C. S. Bob Trout-News	↑	Sonny Dunham Orchestra C. S.	↑ Bob Trout-News
			American Family Robinson L. S.	To be announced L. S.	Linton Wells-News Blue Barron Or. C. S.	Paul Sullivan Be-views the News C. S.	Linton Wells-News Chas. Spivak Orch. C. S.
10 PM	Linton Wells, News Shep Fields Orch. C. S.	Linton Wells-News C. S.					
10:15	↑	Joey Kearns Orchestra C. S.	Teddy Powell Orchestra C. S.	Raymond Scott Orchestra C. S.	↑	Teddy Powell Orchestra C. S.	Sports Salute L. S.
		White Seal Beer	White Seal Beer	White Seal Beer	White Seal Beer	White Seal Beer	White Seal Beer
10:30	Raymond Scott Orchestra C. S.	Harry James Orchestra C. S.	Bob Crosby Orch. & Press News C. S.	Bob Grant Orch. C. S.	Bob Grant Orch. C. S.	Bob Grant Orch. C. S.	Bob Grant Orch. & Press News C. S.
10:45	↑	↑	↑	↑	↑	↑	↑
	Press News C.S.	Press News C.S.	Press News C.S.	Press News C.S.	Press News C.S.	Press News C.S.	Press-News C. S.
11 PM	Red Nichols Orchestra C. S.	Caesar Petrillo Orchestra C. S.	Ed White Orchestra C. S.	Red Nichols Orchestra C. S.	Ed White Orchestra C. S.	Red Nichols Orchestra C. S.	Red Nichols Orchestra C. S.
11:15	↑	↑	Dave Bacal C. S.	Barron Elliott Orchestra C. S.	Dave Bacal C. S.	↑	↑
11:30	Bill Henry-News C. S.	Deep Night-Vera Lane, Dave Bacal C. S.	Dick Jurgens Orch. and Press-News C. S.	Deep Night-Vera Lane, Dave Bacal C. S.	Dick Jurgens Orch. and Press-News C. S.	Joe Marsala Orchestra C. S.	Barron Elliott Or. & Press-News C. S.
11:45	Adventures of Cosmo Jones & Press-News C. S.	↑	↑	↑	↑	↑	↑ SIGN-OFF

This Week's Salute To . . . .

# The Lady Esther Program

And Freddie Martin For His Orchestra